OECD PUBLISHING SERVICES

JULY 2014 RELEASE

BETTER POLICIES FOR BETTER LIVES

OECD iLibrary news – what has happened since 2010 ?

- The OECD iLibrary has grown a lot since its launch in 2010. In 2011, it reached 3.5 million downloads. This number increased to 5.2 million in 2012, and 8.9 million in 2013. For the first time, in March 2014, we hit 1 million downloads in a single month.

- This growth is not happening by itself. Our dissemination network is actively promoting the OECD iLibrary in all regions of the world, as we now have over 6.000 registered institutions in 163 different countries.

- We work hard to make content more accessible. By breaking our big reports into smaller, easier-to-find segments, permanently bridging data and analysis, we now publish 144.000 + different pieces of content, each with its own DOI and individual citation. 56% of these (over 81.000) are tables and graphs, available in Excel, as well as in HTML, PDF, or GRAPH formats in many cases.

- The OECD continues to deploy its freemium strategy, improving the accessibility of content for all visitors to the site, while at the same time providing added-value services for the network of subscribers. In 2013, the launch of the « Read » service, opening analytical content for all to read online in a mobile, social media-friendly format, has had a dramatic impact on usage inside and outside subscribing institutions.

OECD iLibrary news – what have we done in 2014 and why ?

In 2013 we launched extensive user research (online surveys, interviews, focus groups) in order to identify key areas of improvement. Users asked us to focus on three main areas:

- Improve access to country and theme information
- Give the capacity to filter search results
- Improve accessibility and usability of data resources

Following these surveys we launched two major initiatives:

- Launch a brand new innovative portal, « OECD Data », bridging between OECD.org and OECD iLibrary in order to improve data accessibility.
- Upgrade the OECD iLibrary to improve the user experience

These two initiatives are now live. OECD iLibrary and OECD Data are very closely linked and have the common goal to improve user experience and accessibility of OECD content for all.

OECD iLibrary and OECD Data– what are they, and for whom ?

The OECD iLibrary is our global knowledge base, granting access to all OECD published content, books, papers, statistics. It also contains publications from IEA, NEA, ITF and OECD Development Centre. Primarily designed for users inside institutions, whether academic, governmental, or corporate, it is now serving a much wider audience, delivering access to all content in a wide range of formats.

OECD Data organises over **160 indicators** – covering the most frequently requested and highest profile indicators – across twelve main topics. The website allows users to explore OECD data across a range of attractive, innovative, interactive visualisations including table, chart and map views. Users benefit from links to all datasets and related publications.

Both services are complementary and inter-connected:

- The OECD iLibrary is indexing the 160 new indicators from OECD Data, alongside all other published objects, so that they can be discovered in the global knowledge base. It will direct users who find them towards the innovative tools and functions available from this new web site.

- OECD Data is indexing all datasets , related publications and directs all expert users to the OECD iLibrary to access the full content. This innovative data service web site will be another source of traffic to the deep resources available from the OECD iLibrary

OECD ILIBRARY

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New functionalities to improve the user experience

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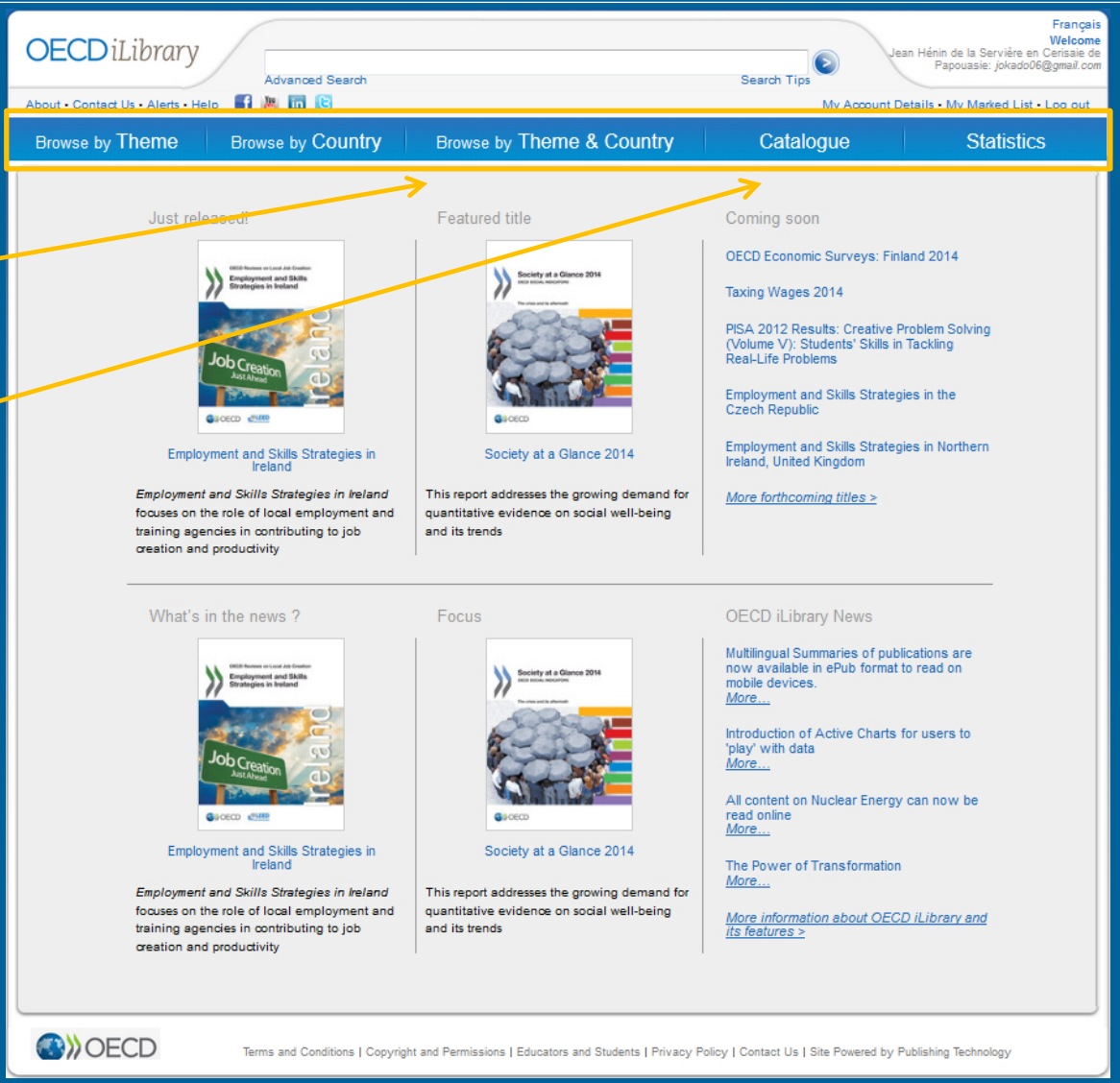
NEW navigation bar

Clear access to **theme** pages and **country** selections

A brand **new** feature allows the user to perform **combined theme and country** selections

Navigation by **books, papers , Factbook, glossaries** is still available in the « Catalogue » function

The new functions follow **user demand** and the design is **tablet-friendly**

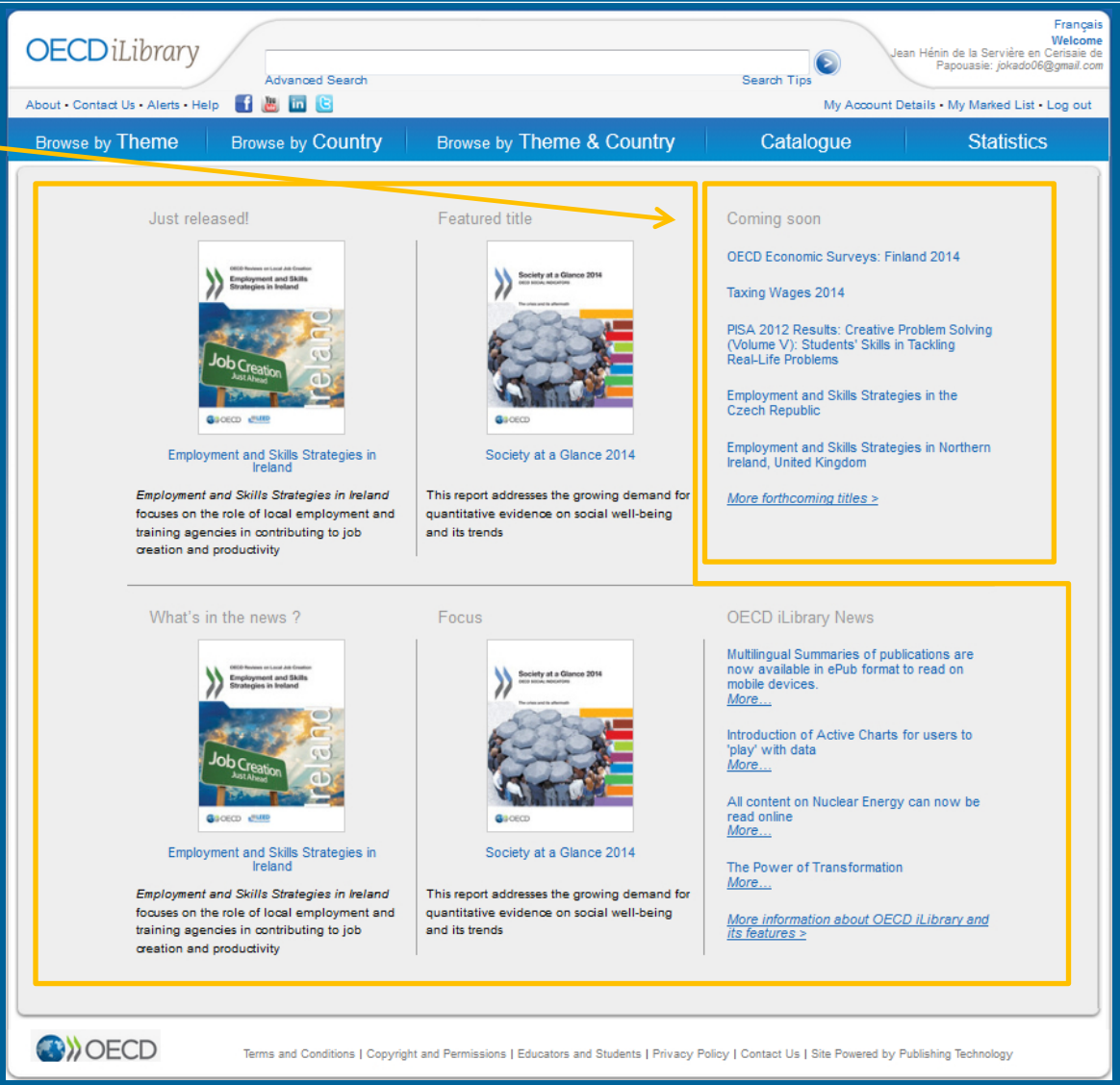


Re-designed home page

« **Coming soon** » is a new section **automatically** displaying the five most recent titles

The five other sections are entirely managed manually and content will be tested until we find what best suits users, and could be a combination of:

- Recent titles
- Featured titles
- Links to most used titles
- Links to OECD iLibrary news
- Links to FAQs
- Links to tutorials, videos etc.



« Browse by theme »

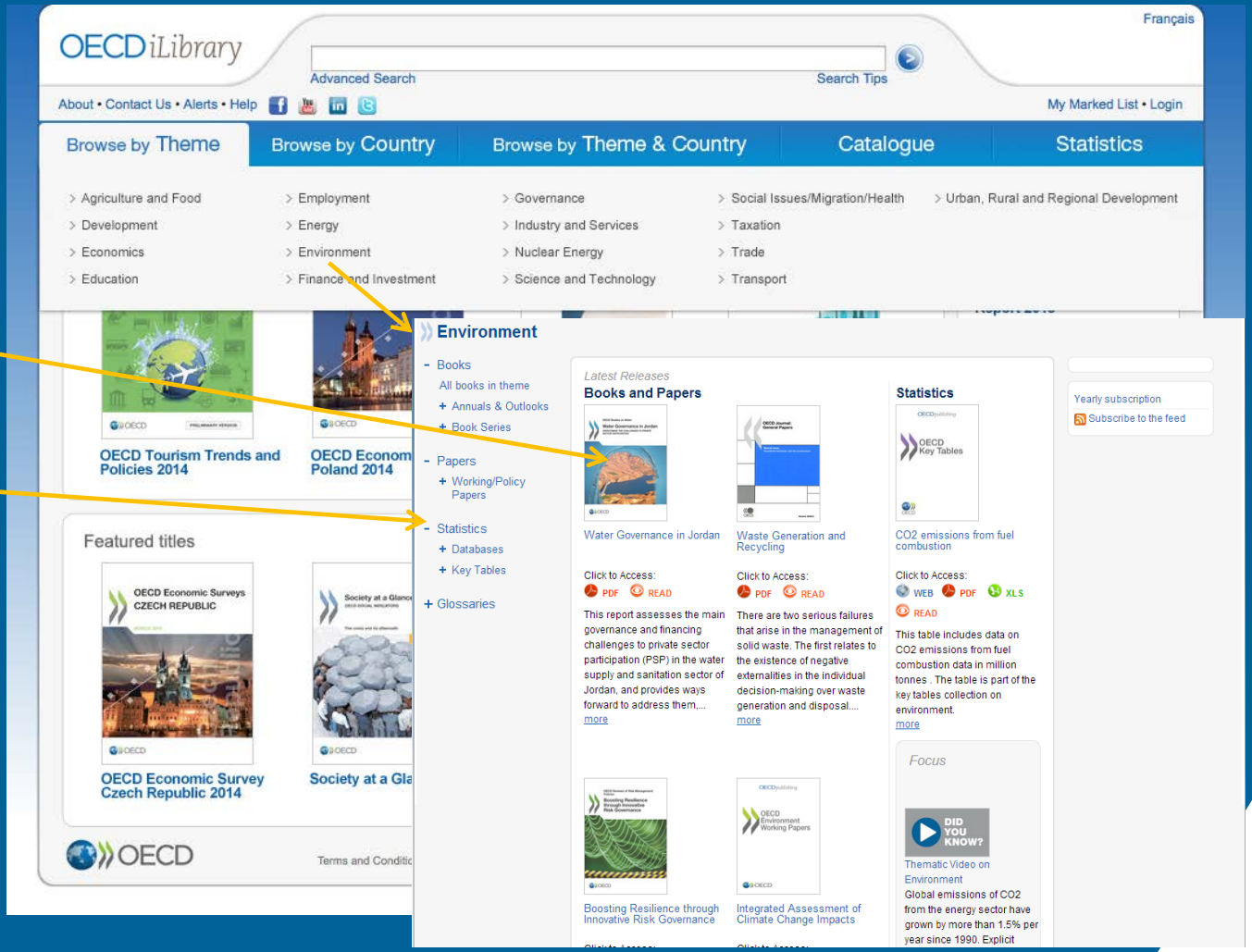
« Browse by theme » gives:

Direct access to any of the 17 the **OECD iLibrary subject portals**

Theme portals list the **most recent** published items in **all content categories** (books, papers, statistics)

Theme portals also list the **resources** available in the subject area (annuals, book series, databases etc.)

Themes are also **products** that can be subscribed to individually



« Browse by country »

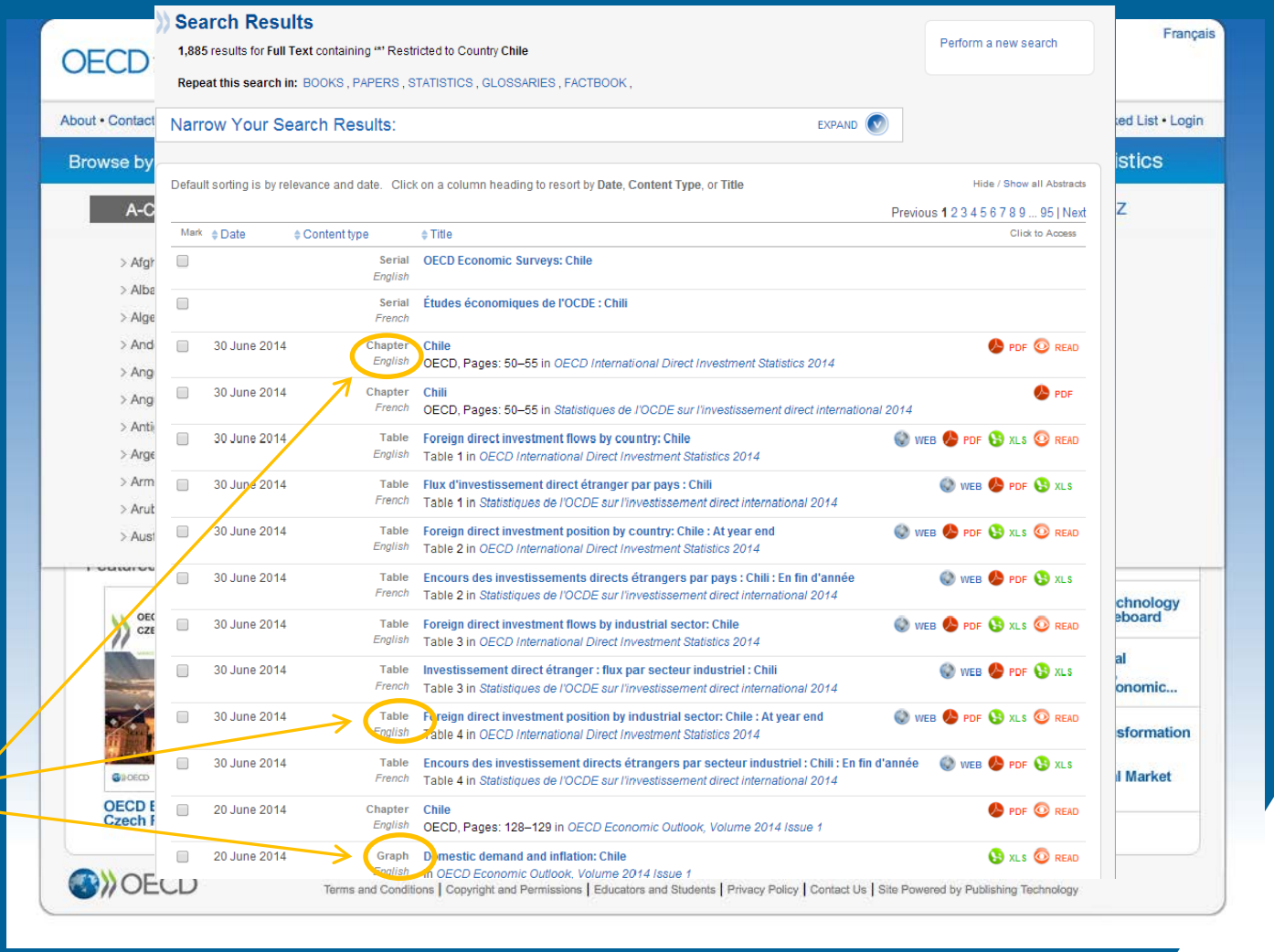
« Browse by country » gives direct access to all published items that have been **indexed** for this particular country

The indexation is performed by **Editors**.

Content is « tagged » only if the content piece is **specific** to that particular country.

This indexation is **more powerful than « search »** which will always retrieve all the pieces of information countaining the country name.

This is especially useful for retrieving **country chapters and graphs** from within more general publications



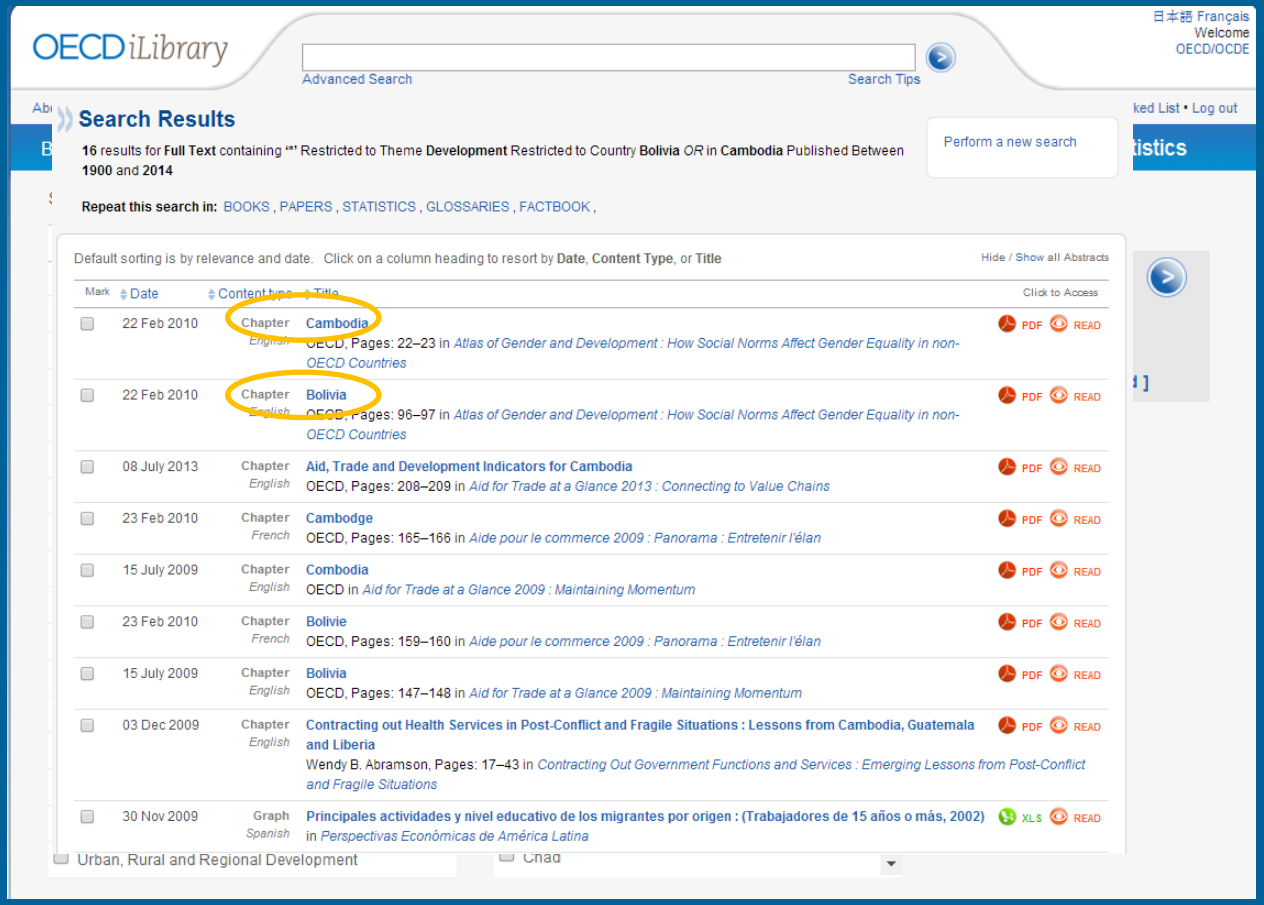
Multiple criteria selection: themes and countries

A **brand new feature** developed following **user surveys**: being able to associate multiple criteria

The design is focusing on **simplicity**

Users can now **combine** in a single selection multiple themes and countries

This is especially **adapted** for users wishing to compare countries or associate multiple topics



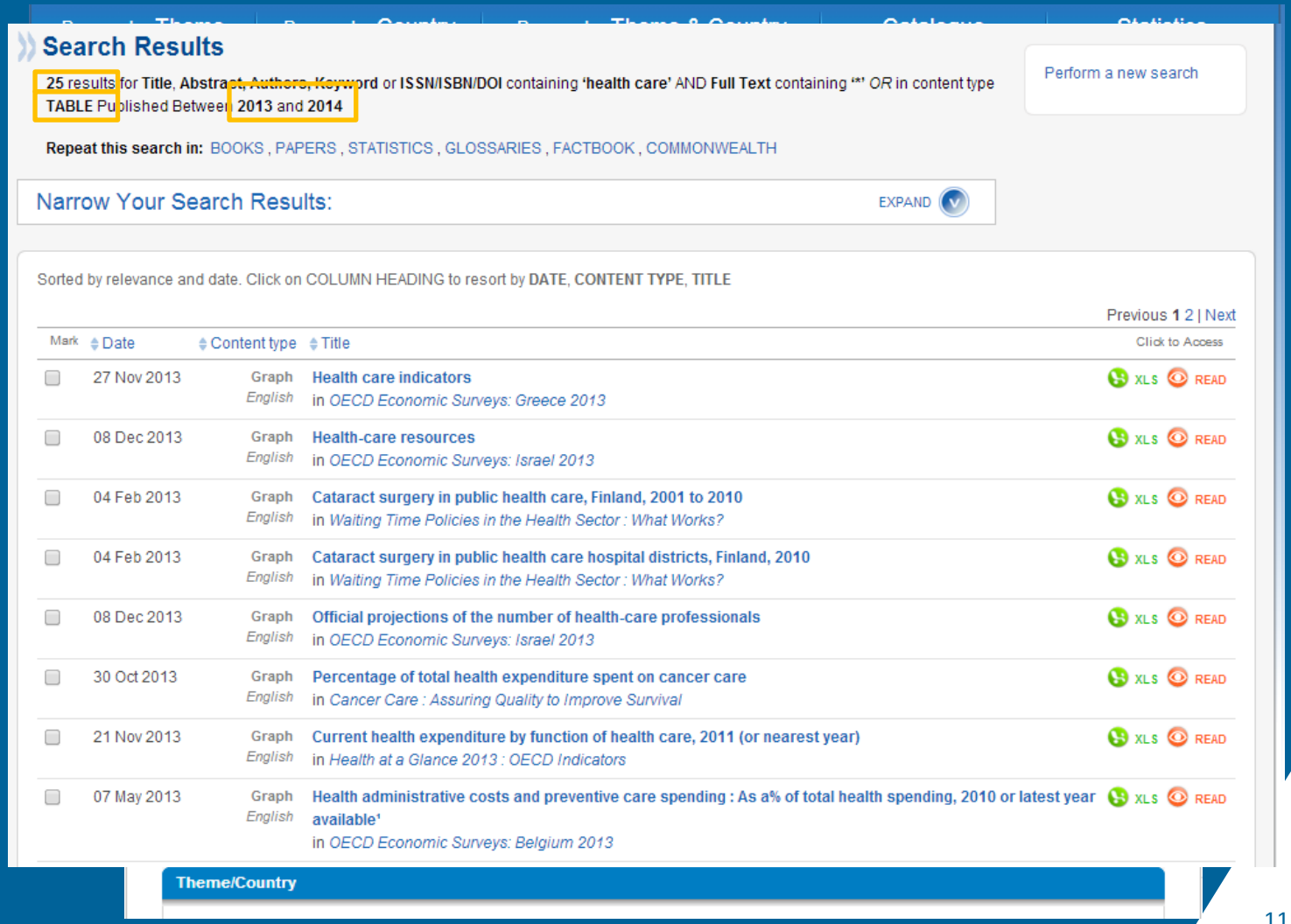
Refining search results

Users are often **overwhelmed** by search results

They can now easily **refine** their search....

... using a full range of **filters**:

- Adding **new key words**
- Selecting **dates**
- Selecting **content type** (such as tables only)
- Adding a **theme** or **country** indexation



ALL data services on a single page

We now produce, **alongside** most **datasets**.....

.... « **companion tables** »

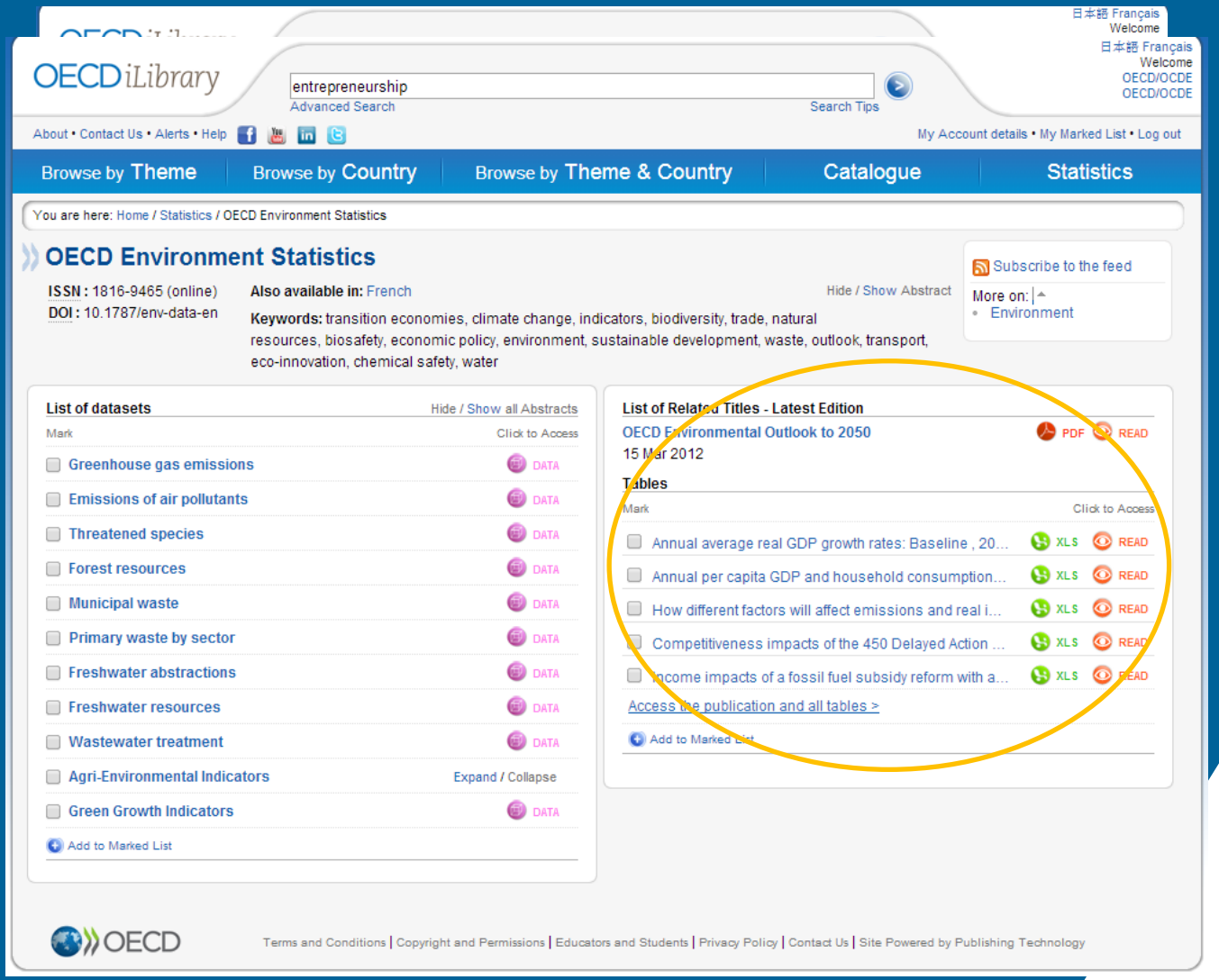
These **premium** ready-made tables can be available in **multiple formats** (excel, pdf, html)

For the first time, users clearly see the **full range of data services** on a single page...

... and can **decide** which service to use depending on their **specific need**

« **Data** » servives lead to interactive databases

« **Tables** » lead to formatted, published, citeable tables in multiple formats



New dataset presentation

Dataset pages now present a direct view of the dataset embedded in the OECD iLibrary page.

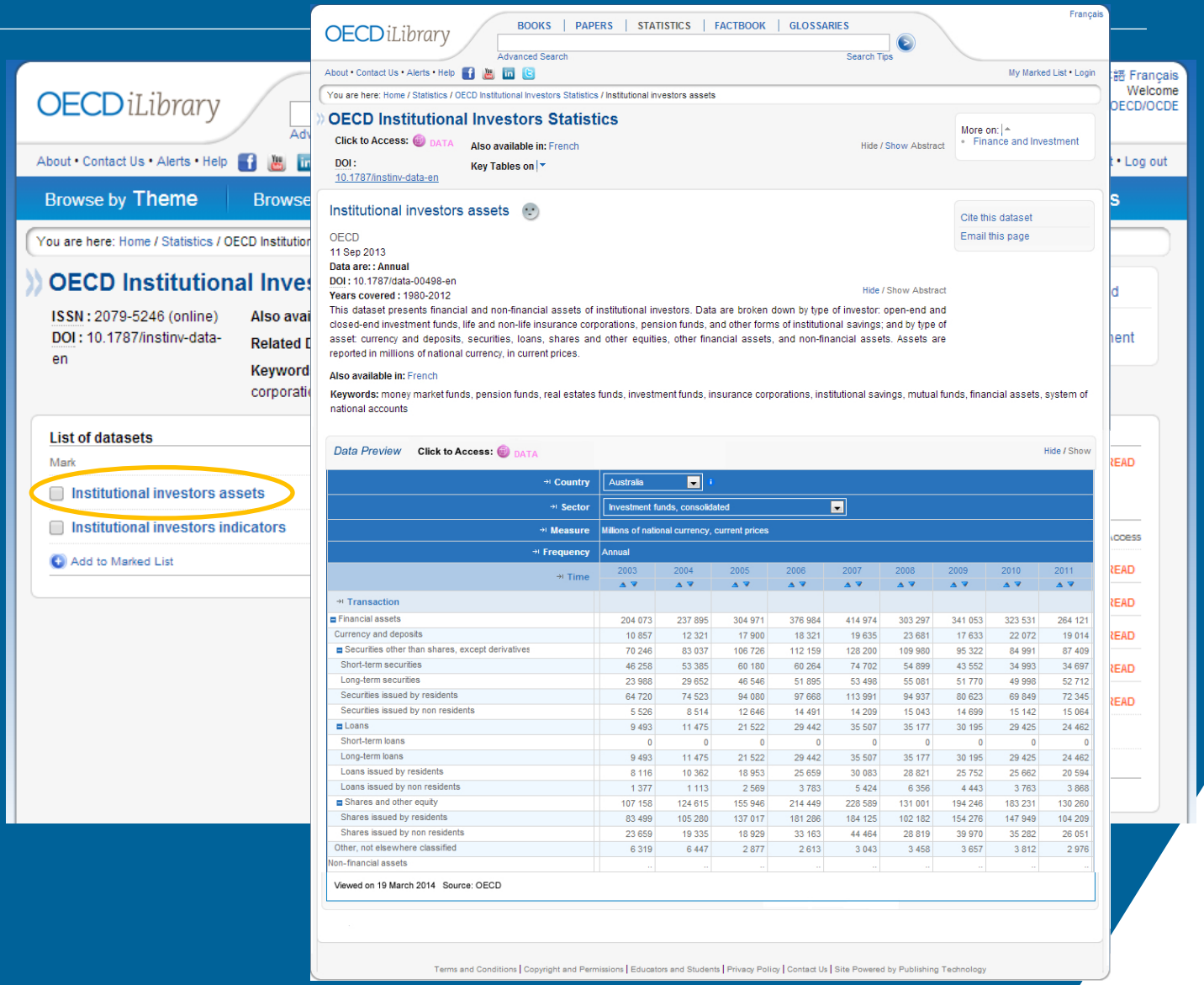
It allows users to:

- **See data** before going further

- Have an instant view of the **dimensions** included in the dataset

- Have first level **country comparisons** available from the screen

- The « Data » access function delivers users **access** to the version of the dataset that is available, depending on their access rights



Improving accessibility of OECD iLibrary

- Athens / Shibboleth : now in place for UK and US federations, more countries will be added by the end of 2014 (contact OECD for more details)

- ALL OECD iLibrary metadata and full text indexed by the four major Discovery Services by the end of 2014: EBSCO EDS, Ex Libris Primo, ProQuest Summon, OCLC WorldCat

ExLibris Primo

EBSCO Discovery Service

ProQuest

OCLC WorldCat

OECD DATA

JULY 2014 BETA RELEASE

An OECD Data innovation

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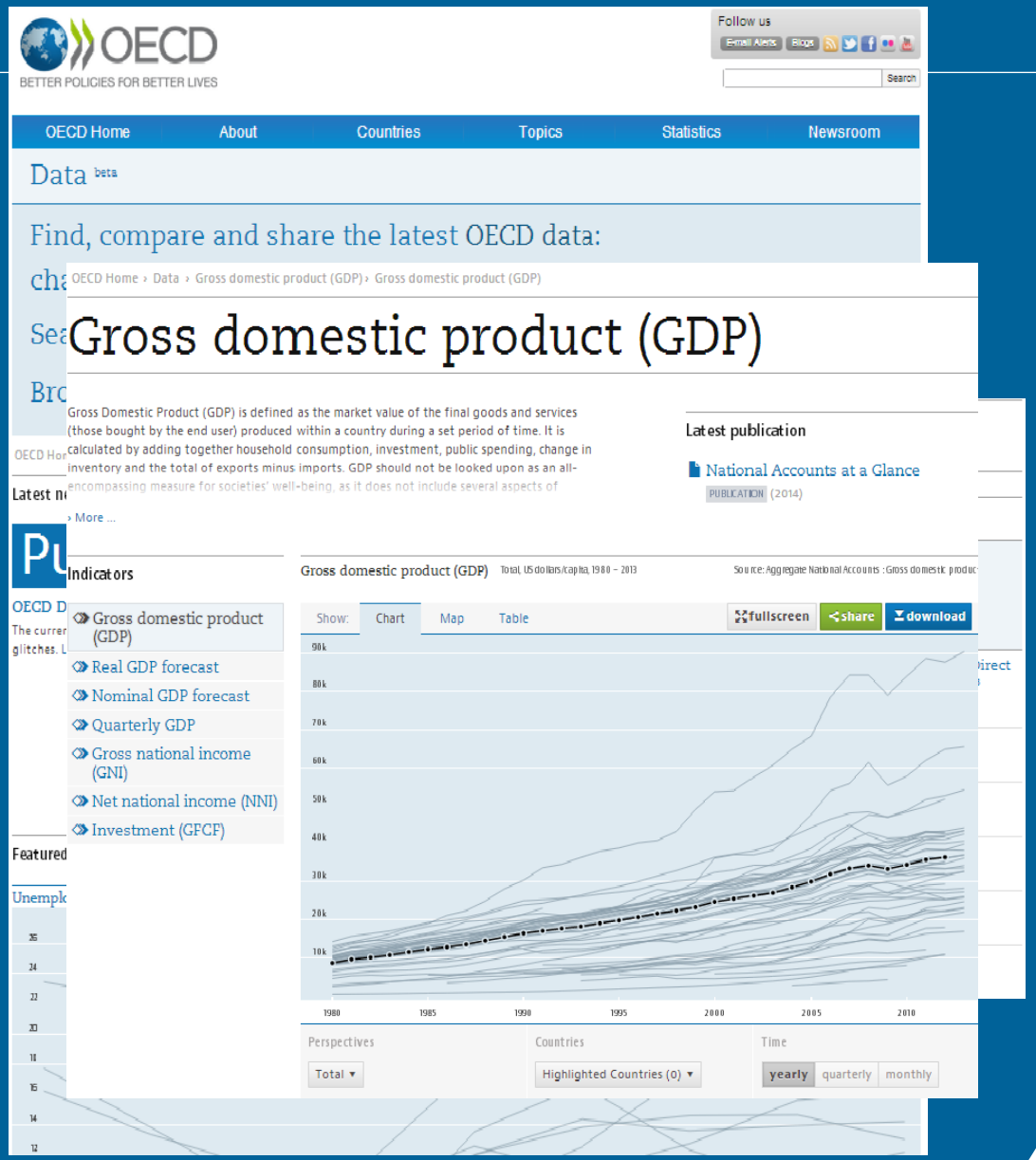
New OECD Data beta

OECD Data aims at improving the **accessibility** and **reach** of OECD data for **expert** and **non-expert** users alike.

The goal is to provide a centralised gateway to the most **accessible, comparable** and **high quality** statistical content across the OECD

The new Indicators are grouped by theme

They provide data definitions as well as innovative interactive charting tools



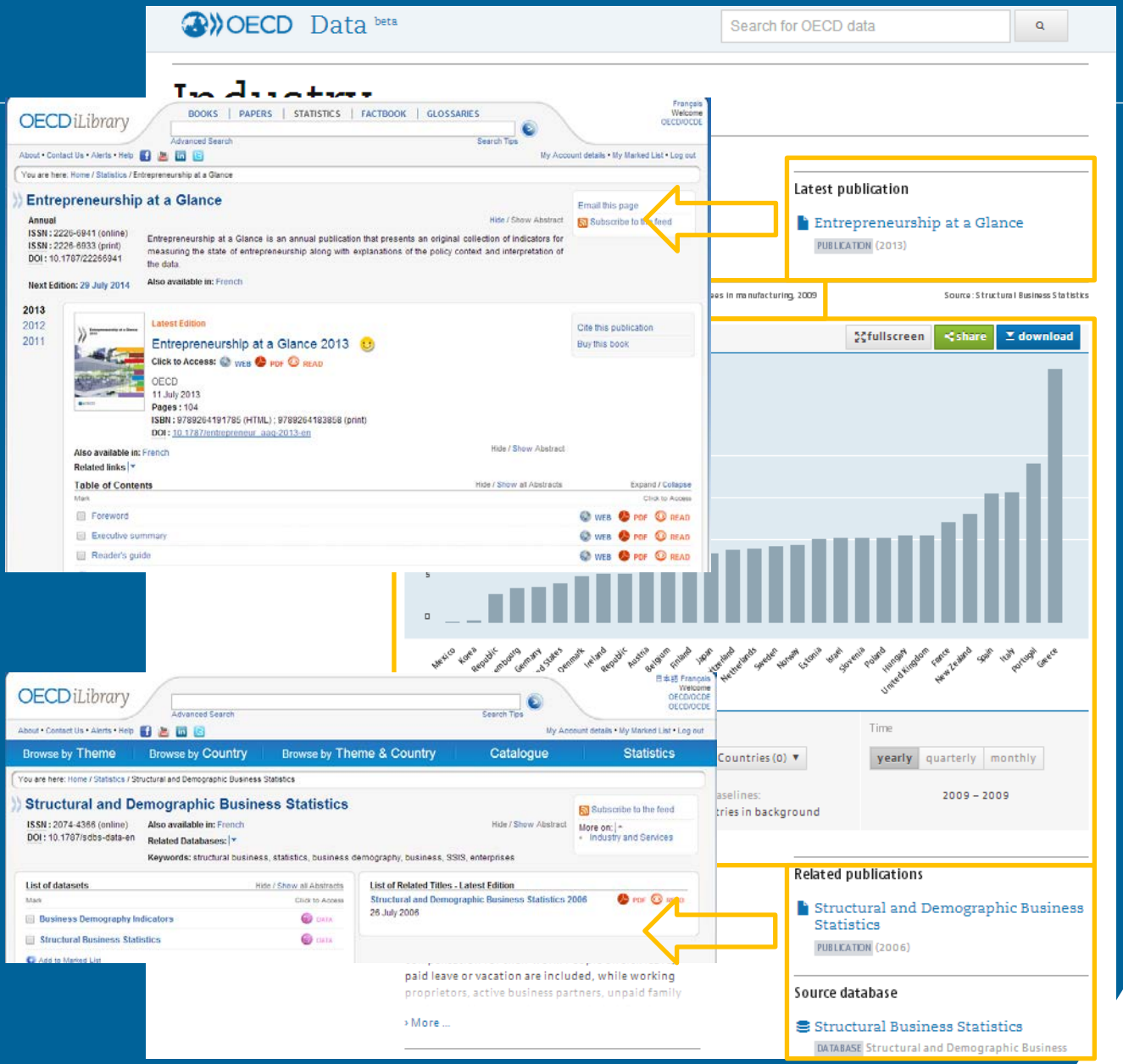
New OECD Data beta

The 160 indicators correspond to the **most often used** and requested statistics

Beyond the interactive charting tool

Indicators deliver paths to **underlying data resources** (statistical publications and datasets)

It is expected that oecd.data.org will become an important **source of traffic to the OECD iLibrary**



OECD Data indicators available from the OECD iLibrary

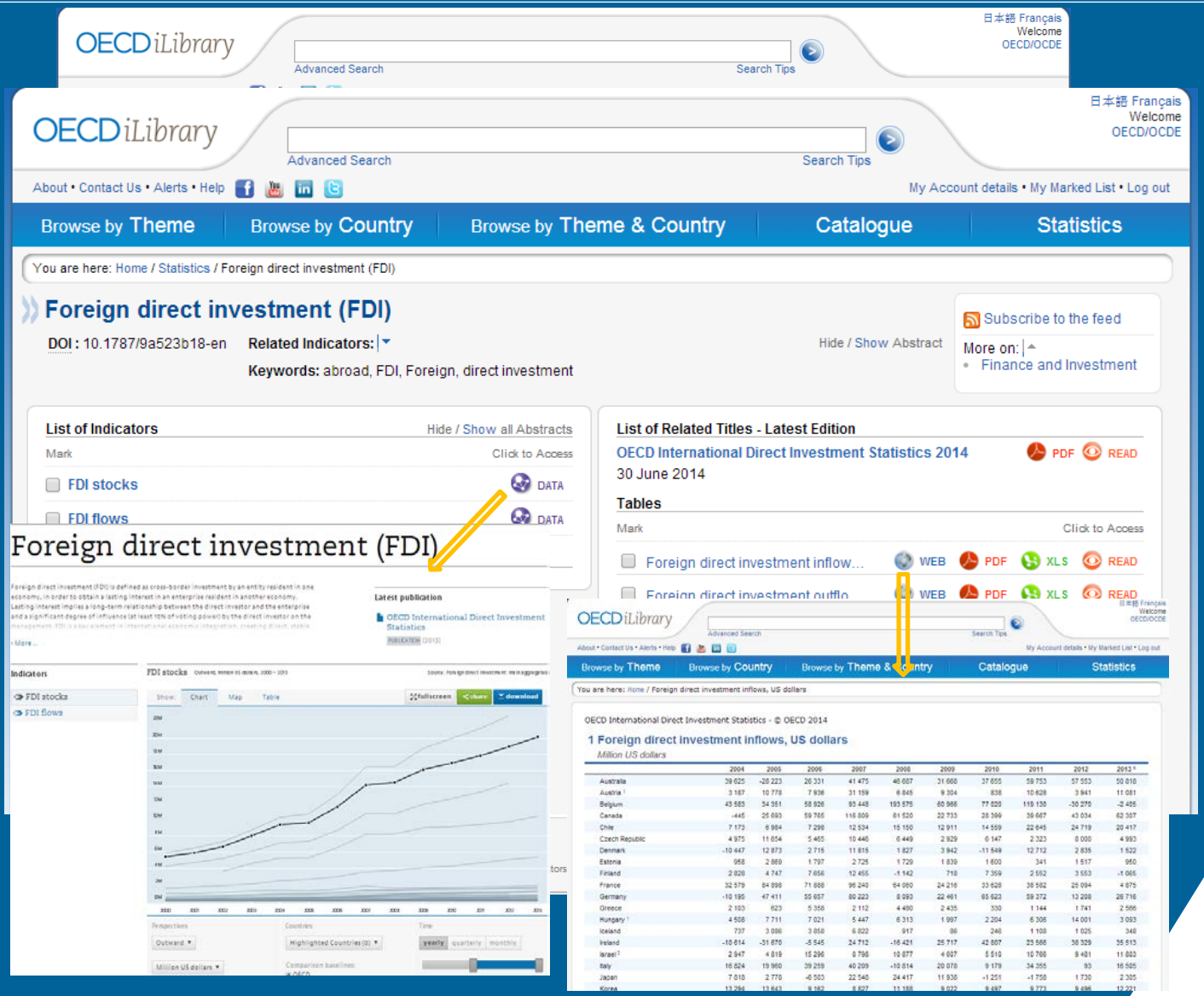
The **NEW** indicators available in OECD Data are also **discoverable** from within OECD iLibrary,

Replacing « key tables »

From Indicator pages, the user can access OECD Data

But also see other **related titles** published within OECD iLibrary

ALL usage to indicators and other tables is monitored in **COUNTER reports**



WHAT ARE WE EXPECTING ?

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Main goals and expectations

- Continued growth in traffic and usage. The primary goal of OECD is to increase usage, accessibility of OECD content to all, and all these developments have the common goal to increase the discoverability of OECD material.

- A better service for all users. Following user surveys, the OECD is trying to improve the user experience, answer user expectations, and will keep on improving its services in order to meet that target.

- The OECD is also working at improving the coherence of its multiple web services such as OECD.org, OECD iLibrary, OECD Data, in order to improve user journeys and give more consistency to the set of services that are offered to web users from all platforms.

Please provide feedback and comments

We will be happy to hear from you

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